

IN THE ABSTRACT:

Please replace the Abstract of the Disclosure with the following:

--ABSTRACT OF THE DISCLOSURE

*B1*  
*Sub B17*

A context sensitive device includes a card portion (101) having a number of user interpretable icons (e.g. 122), an electronic apparatus (106) attached to the card portion (101) which includes a memory in which are retained character strings, including contextual information, associated with corresponding icons (122). The apparatus (106) also has processor means coupled to said memory means, and communication means for coupling the processor to a reading device (302), which is configured to facilitate reading the context sensitive device. The processor is configured to relate reading signals resulting from a user selection of one of the icons (122), and received via the communication means with at least one of the stored character strings, to thus transmit an output signal for indicating a desired service based on the contextual information.--

IN THE SPECIFICATION:

Please substitute the paragraph starting at page 1, line 11 and ending at line 18, with the following paragraph. A marked-up copy of this paragraph, showing the changes made thereto, is attached.

*B2*

--Various means are known for customizing the delivery of content information based on physical location. For example, in the field of Internet content delivery, there are Web servers which can deliver different content, based on metadata that is sent from the Web browser. The MICROSOFT™ owned HOTMAIL™ Web mail service decides, based on an Internet Protocol (IP) address ending in .au, that a user resides